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**Record: 1**

**Title:** Expedia Goes to Deutsch.  
**Authors:** McMains, Andrew  
Wasserman, Todd  
**Source:** Brandweek; 09/27/99, Vol. 40 Issue 36, p5, 1/4p  
**Document Type:** Article  
**Subject Terms:** \*ADVERTISING  
\*CONTRACTS  
**Company/Entity:** DEUTSCH/LA (Company)  
EXPEDIA Inc. **DUNS Number:** 092180517 **Ticker:** EXPE  
NAICS/Industry Codes 541850 Display Advertising  
541890 Other Services Related to Advertising  
**Abstract:** Focuses on the advertising contract awarded by online travel service company Expedia to Deutsch/L.A. Contender of Deutsch for the advertising account; Information on the launching of Expedia; How Expedia expanded its cross-marketing effort.  
**Full Text Word Count:** 225  
**ISSN:** 1064-4318  
**Accession Number:** 2328492  
**Database:** Academic Search Premier

**Advertising****EXPEDIA GOES TO DEUTSCH**

Online travel service Expedia, which will soon be spun off from Microsoft, has moved away from Microsoft's lead agency, McCann-Erickson Worldwide, and selected Deutsch/L.A., Marina Del Rey, Calif., for its \$25 million account, sources said last week.

Deutsch beat out incumbent McCann-Erickson Worldwide, Seattle; Young & Rubicam, S.F.; and Berlin, Cameron & Partners, N.Y.

Expedia director of marketing Erik Blachford declined to comment on whether Microsoft had selected Deutsch, but said the next campaign from Expedia will likely use "more traditional media" than past, primarily Web-based efforts.

Microsoft launched the service in November 1996 with a \$2 million campaign via Anderson & Lembke, S.F., with the budget split 50-50 between the Web

and print. Those ads touted free vacation offers, courtesy of Expedia, Doubletree Hotels and National Car Rental.

In March, Expedia expanded its cross-marketing when it began offering fixed, direct links from its site to Hyatt Hotels' home page and Travelscope.com, an online travel wholesaler.

Expedia ads have employed several taglines, most recently, "The Right Trip at the Right Price," but there "hasn't been a concerted push" for one message, Blachford said.

Microsoft expects to raise \$75 million in an upcoming IPO for Expedia. Microsoft will remain the majority owner, but Expedia will be a separate company.

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By Andrew McMains and Todd Wasserman

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## Record: 1

**Title:** Web strategy bears little fruit for start-up.

**Source:** Fund Marketing Alert; 08/04/97, Vol. 2 Issue 30, p4, 2p

**Document Type:** Article

**Subject Terms:** \*INTERNET advertising

**Geographic Terms:** UNITED States

**Company/Entity:** JB Oxford Holdings Inc. **DUNS Number:** 615552320  
BRISTOL Investment Advisors Inc.

**Abstract:** Reports on the initial results of Bristol Investment Advisors' advertising campaign over the World Wide Web. Number of registered trade leads; Bristol's cross-marketing arrangement with JB Oxford Holdings Inc.; Bristol's other Web marketing plans in the United States.

**Full Text Word Count:** 362

**Accession Number:** 9710172153

**Database:** Business Source Complete

## WEB STRATEGY BEARS LITTLE FRUIT FOR START UP

A fledgling Web-based investment advisory firm has received disappointing results from its first Web advertising push. Bristol Investment Advisors has registered with about 40 search engines but has only generated five leads since launching its Web site ([www.bristol-ia.com](http://www.bristol-ia.com)) in December, according to Bruce Humphrey, president and principal. Bristol, which is located in Chicago, is revamping its strategy, pursuing an ad campaign that includes a 15,000 piece direct-mail campaign to the discount brokerage customers of its clearing firm, JB Oxford & Co., he notes.

Bristol has a cross-marketing arrangement with Oxford. Bristol's site visitors are referred to Oxford for discount brokerage services, and Bristol receives a referral fee, Humphrey says. Oxford's site ([www.jboxford.com](http://www.jboxford.com)) also includes a link to Bristol's site, he adds.

Other marketing plans include buying lists from e-mail service providers and sending postcards to potential customers, Humphrey says. A 500-piece per month campaign will start in the fall. Humphrey hopes customers will respond to that campaign because of typical market fluctuations between September and November that usually spur an interest in investments, he explains. A similar direct-mail campaign is being mapped out for tax season between January and April, he adds. Bristol is also exploring opportunities to place

banner ads on various financial Web sites. Humphrey expects to generate between 300 and 500 leads and open between 100 and 200 accounts from the marketing push. Long-term goals are to have 1,000 accounts by 1999, he adds.

The business launched in December because the firm thought it could take advantage of the Web's popularity and the efficient, timely and cost-effective qualities a Net business offers, Humphrey says. The firm plans to run its business electronically, and already posts its recommendations and newsletters on its Web site, he adds. Bristol is marketing to individual mutual fund investors, he adds. He declined to specify a marketing budget. Before the end of the year, Bristol will add dynamic updates of intraday data for major mutual fund indices, Humphrey says. The firm is not doing this sooner because it does not have the financial and employee resources to invest, he adds.

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**Record: 1****Title:** Mellon mining clients for push into 401(k) with Dreyfus Funds.**Authors:** Talley, Karen**Source:** American Banker; 8/14/95, Vol. 160 Issue 155, p23, 1/3p, 1 chart, 1bw**Document Type:** Article**Subject Terms:** \*MUTUAL funds**Geographic Terms:** UNITED States**Company/Entity:** DREYFUS Retirement Services (Company)MELLON Bank Corp. **Ticker:** MELNAICS/Industry Codes525910 Open-End Investment Funds  
525990 Other Financial Vehicles**Abstract:** Reports on the efforts of Mellon Bank Corp.'s Dreyfus Retirement Services unit to become a leading supplier of retirement plans by pairing corporate clients with Dreyfus mutual funds. Remarks by unit's president Barbara E. Casey; Cross-marketing opportunities; Rechristening of Laurel Funds as portfolios within the Dreyfus family; Registration of new funds as retail and institutional offerings.**ISSN:** 0002-7561**Accession Number:** 9508290053**Database:** Business Source Complete[Back](#)